

1927

Hav-a-Tampa Cigar Company, factory no. 174, Tampa, Florida.

Paleveda-Bryan Printing Co.

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Hav-A-Tampa

Cigar Company

Factory No. 174

Tampa, - - Florida

Circa 1927

HAV-A-TAMPA

HAV-A-TAMPA

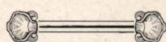
HAV-A-TAMPA

HAV-A-TAMPA

Won't You
Hav-A-Tampa
CIGAR
?

HAV-A-TAMPA

Introduction



THE Havatampa Cigar Company occupies a building containing ninety-five thousand square feet of floor space, employing two thousand people, with a weekly payroll of fifty thousand dollars.

There are approximately two hundred cigar factories in the City of Tampa. Some of them have been in existence for the past forty years, manufacturing various brands of cigars. The HAV-A-TAMPA brand has only been on the market for a few years and has grown from an unknown brand to the first in point of sales of any brand manufactured in Tampa.

We manufacture from four hundred thousand to four hundred and fifty thousand cigars daily, and in 1926 we manufactured one hundred and ten million cigars. Such an enormous production can only be maintained by producing real Quality HAV-A-TAMPA Cigars. This we put forth every possible effort to do.

The success of HAV-A-TAMPA Cigars has been phenomenal, which is attributed to a "Quality Product"—and ten million smokers agree with us that HAV-A-TAMPA Cigars are the best made.

Our factory is open to visitors the year 'round and a most cordial invitation is extended to you to pay us a visit and see for yourself just how HAV-A-TAMPA Cigars are manufactured. You will be delighted as well as instructed by our modern and sanitary method of manufacturing one of the largest selling brands on the American market—HAV-A-TAMPA.

HAV-A-TAMPA

HAV-A-TAMPA

HAV-A-TAMPA

HAV-A-TAMPA



Exterior View of The
Home of
Hav-A-Tampa
Cigars

HAV-A-TAMPA

HAV-A-TAMPA



Leaf Tobacco

LEAF TOBACCO undergoes a number of processes in the manufacture of cigars. Eight of the more important processes are illustrated on the following pages.

From the above view you will note the leaf tobacco for cigar filler is tied in small bundles. These small bundles are packed into bales in the Island of Cuba and are shipped to us, of course, coming through the proper Customs officials, we paying the import duty before it reaches our plant for manufacture.

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Casing Tobacco

FIRST PROCESS: Tobacco is permitted to absorb moisture until it is sufficiently soft and pliable to undergo the second process of manufacture.

The moisture is absorbed from a mist-like spray under which the leaf tobacco is placed for a few seconds, then it is packed in specially arranged racks until the leaves have absorbed sufficient moisture for proper treatment in the next stage of manufacture.

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Stripping Tobacco

SECOND PROCESS: This is the method by which the large or central stem is removed from the leaf, which naturally divides the leaf in halves. It is necessary to have this stem removed before the tobacco can undergo the stages of manufacture. In this department about two hundred workers are employed.

From the view above you will note that after the stem is removed the halves of leaves are stacked in small pads. This is done for the convenience in all subsequent stages.

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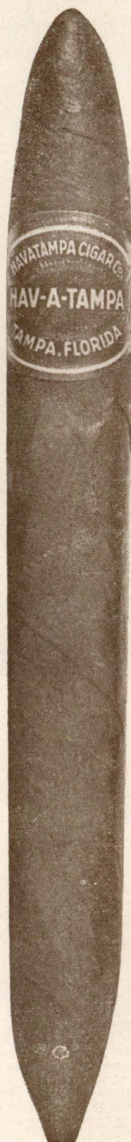
Curing Tobacco

THIRD PROCESS: Tobacco in its original state requires a process of mellowing, which improves the flavor and aroma of the completed cigar. Tobacco is packed into cases as shown in the above view and requires considerable time and extreme care, while undergoing this curing process. During this process the tobacco, after being packed into cases, creates a heat and it is during this period that extreme care is necessary in order to preserve its best aroma.

HAV-A-TAMPA

HAV-A-TAMPA

Actual Sizes and Shapes



INVINCIBLES
Retails for 15c



ROYALS
Retails for 15c



AFTER DINNER
Retails for 20c
3 for 50c



PERFECTOS EXTRA
Retails for 15c



BON TON
Retails two for 25c

HAV-A-TAMPA

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Actual Sizes and Shapes



EPICURE
Retails two for 25c



PANETELLA
Retails for 10c



BOSTON
Retails for 10c



FANCY EXTRA
Retails for 10c



SPORT
Retails for 5c

HAV-A-TAMPA

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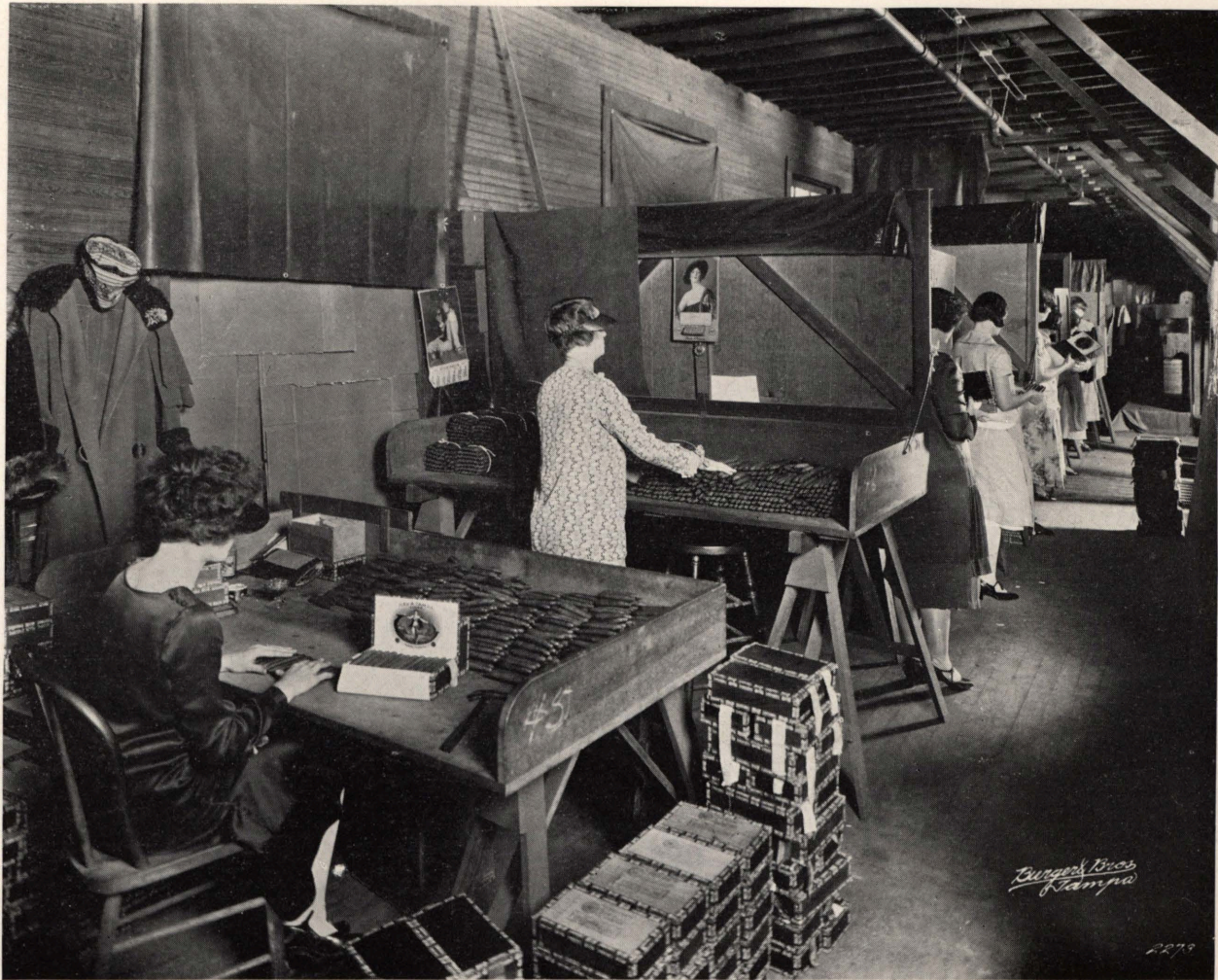
Making Cigars

FOURTH PROCESS: This illustration shows a portion of skilled workers making cigars complete. The above view shows approximately one-fifth of the floor space occupied by cigarmakers only, and in this entire department 1500 workers are employed.

The **FIRST**, **SECOND** and **THIRD** processes of manufacture already shown, simply shows the principal stages in the preparation of raw material, before it is used in the manufacture of **HAV-A-TAMPA** Cigars. Now, the process illustrated above is probably the most interesting to those who have not had the opportunity of seeing cigars made, as it shows a number of skilled workers actually converting raw material into finished cigars.

HAV-A-TAMPA

HAV-A-TAMPA



Selecting and Packing Cigars

FIFTH PROCESS: Selecting and packing cigars is the process of sorting the various colors and placing them in boxes, according to their respective shades. In this department two hundred and fifty workers are engaged selecting and packing cigars.

To those not familiar with the colors of cigars it may appear that this process is not important, but to the manufacturer it is highly important as it is by this process that the uniformity of the shade of each color is maintained throughout each particular box of cigars.

HAV-A-TAMPA



Banding Cigars

SIXTH PROCESS: This battery of ten machines, illustrated above, bands fifty thousand cigars per hour and requires only two operators to each machine. The machines operate automatically and are accurate in placing the bands in a uniform position.

While going through this process it is necessary to remove all the cigars from each box and replace them again, and it may be difficult for one to realize, without actually seeing the operation, that each cigar finally reaches the same location or position in the box that it occupied before being removed.

HAV-A-TAMPA



Inspecting Cigars

SEVENTH PROCESS: Each and every box of cigars we manufacture undergoes a final inspection by experts who do not permit a box to leave the factory without the stamp of approval, which is your guarantee of standard HAV-A-TAMPA Quality in every box.

Any imperfection in workmanship is checked here and returned for correction. Other divisions of inspection are maintained throughout the plant for each department, but this final inspection is so operated that it has a complete method of determining any imperfection occurring in any of the several stages of manufacture.

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Labeling and Stamping Boxes

EIGHTH PROCESS: After each box receives its final inspection, by our experts, it is then labeled and revenue stamps properly affixed. The package is then completed, ready for shipment, and transferred to the shipping department for packing into the regulation shipping cases.

Our finished products (Hava-A-Tampa Cigars) are packed into solid fibre board containers and shipped to our customers fresh each day. It is our constant aim to have our products reach the consumer in such condition that they will give maximum satisfaction.

HAV-A-TAMPA

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Hav-A-Tampa
Prize Winning Float
Gasparilla Parade
of the
South Florida Fair
February 7th, 1927, Tampa, Florida

HAV-A-TAMPA

HAV-A-TAMPA

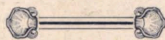


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Conclusion



NOW, that you have seen our booklet, we are positive that you have received some idea of just what constitutes the manufacture of HAV-A-TAMPA Cigars.

In our attempt to illustrate several of the more important processes of the manufacture of HAV-A-TAMPA Cigars, we have omitted a number of the less important operations, as a booklet fully illustrating all the various stages of manufacture would be too lengthy for you to read hurriedly.

We are positive that you have a number of friends who have never had an opportunity of visiting a cigar factory, so we are going to request you to extend to them our invitation to visit us during their stay in Tampa and see HAV-A-TAMPA Cigars "From the leaf to the box." Mail this booklet to them, they will appreciate it.

Nearly one hundred thousand persons from other states and countries visit Tampa each year. Tampa has one hundred and fifty-three wholesale houses, supplying a trade territory with one million inhabitants, and Tampa ranks sixteenth among the ports of the United States from a standpoint of customs collections, and twentieth from a standpoint of port tonnage.

Tampa is thirty hours from New York by rail and thirty-four hours from Chicago. Tampa has ample accommodations for visitors and certified rates are posted in the rooms of all first class hotels.

Tampa has an annual industrial payroll of sixty-two million four hundred thousand dollars; twenty-five thousand five hundred and eighty wage earners; five hundred and fifty-seven establishments, and ninety-three different lines of industry, among the most important is the manufacture of cigars, the Havatampa Cigar Company manufactured one-fourth of all the cigars manufactured in Tampa in the past two years.

HAV-A-TAMPA Cigars a trial and become a HAV-A-TAMPA customer—we will appreciate it.

Havatampa Cigar Company

Factory 174

TAMPA, FLORIDA

Pamphlet

Special Collections

Department

University of

South Florida

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